

# Big Mountain Resort (BMR)

Analyzing its current ticket pricing, recommendations to boost revenue through cost reduction and/or increase in ticket price

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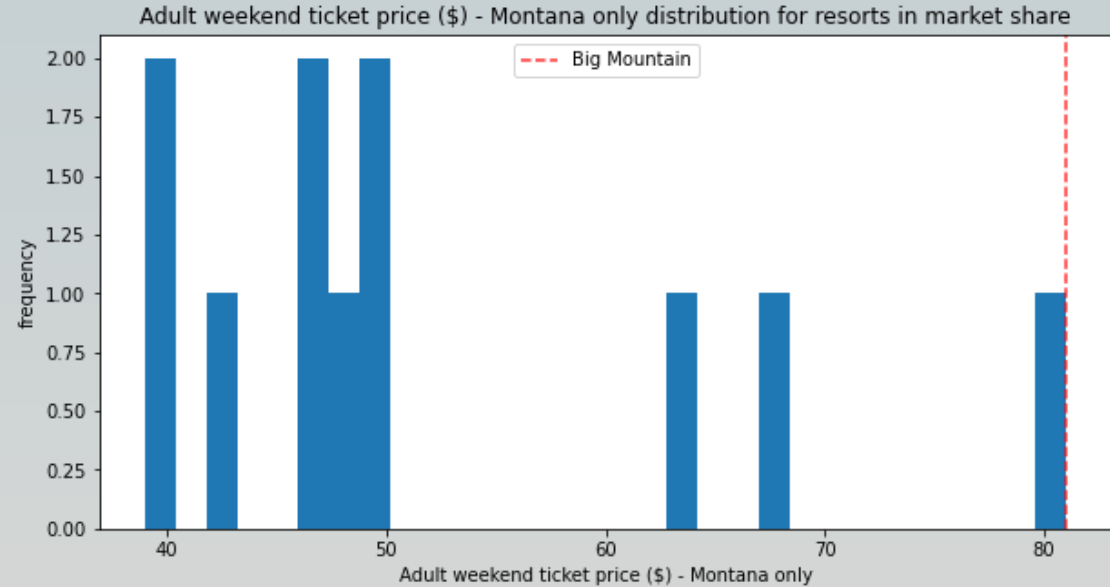
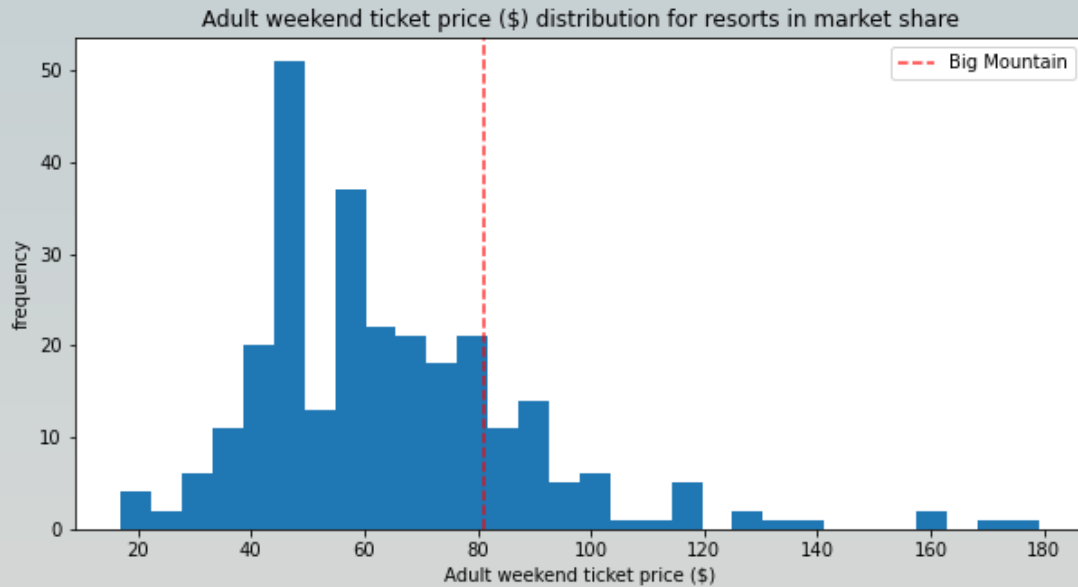


# Problem Identification

- In addressing the suspicion that Big Mountain is not capitalizing on its facilities we will:
  - Do data wrangling on the data set we have to see trends
  - Compare ticket prices among competitors, visualize market position across amenities customers value
  - Compare and contrast cost and revenue with competitors (Data availability limits this)
  - Recommend price increase and see what changes to customer values amenities support this

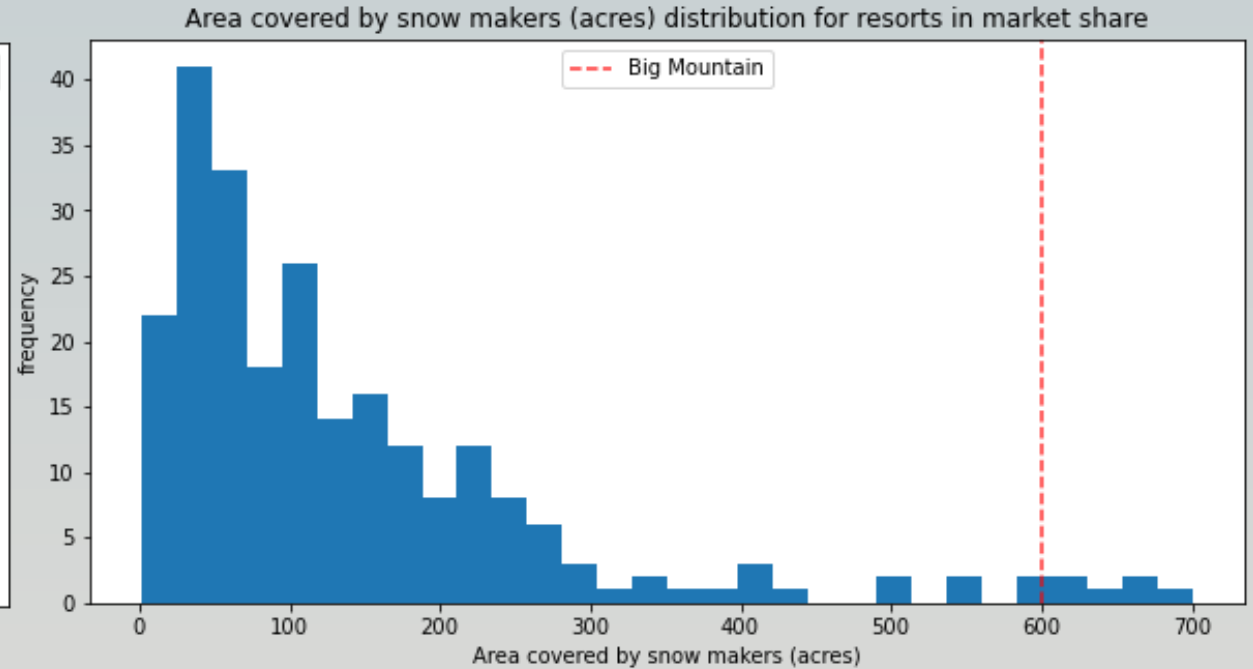
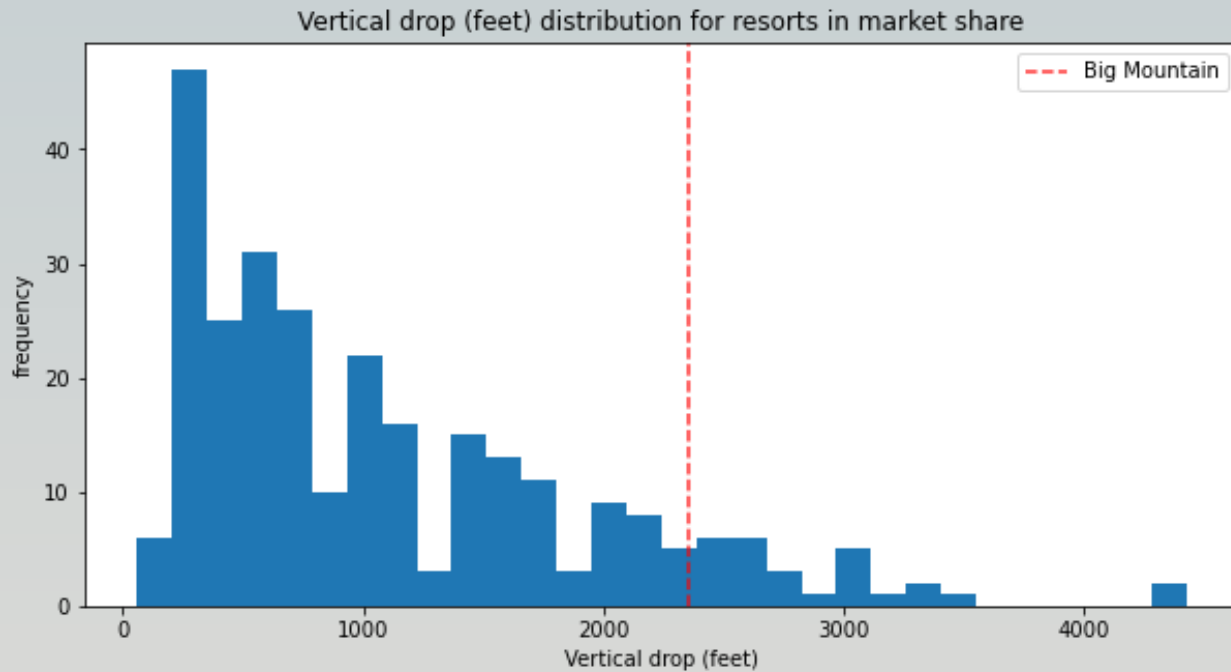
# Modeling Results and Key Findings

Currently, BMR, charges in the upper end when compared with resorts in Montana (shown on the right figure), and left figure shows where it stands nationally



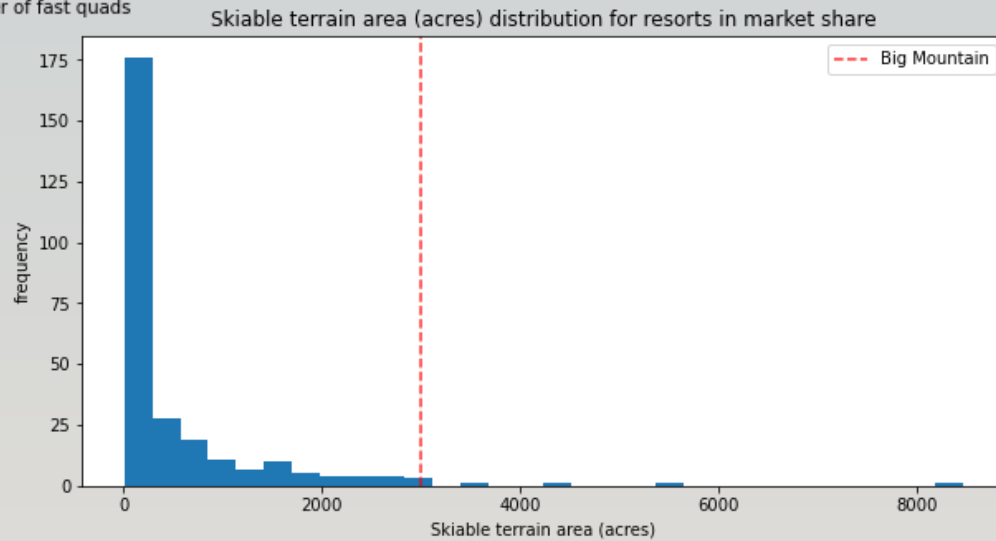
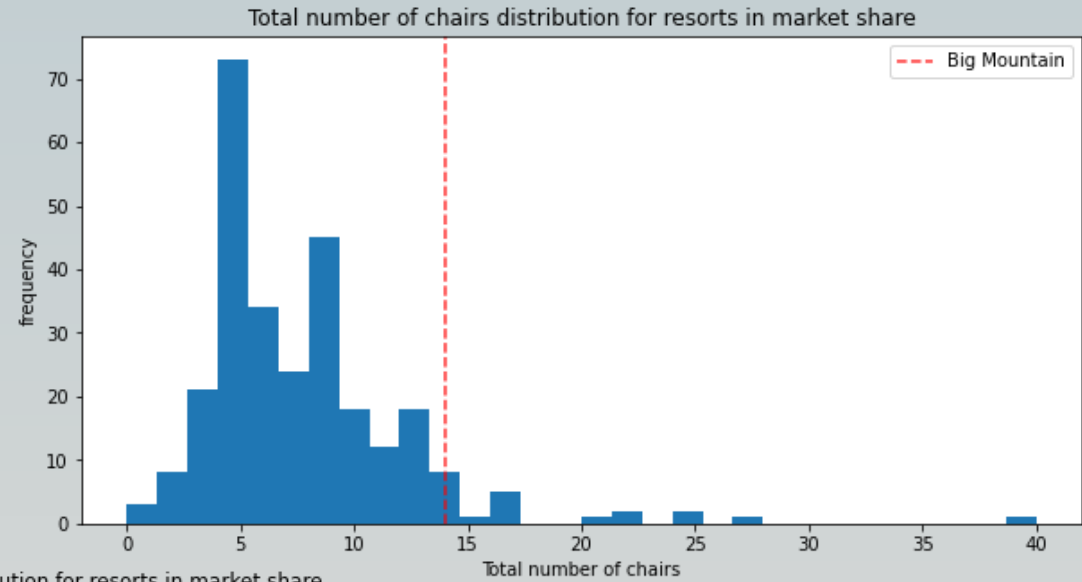
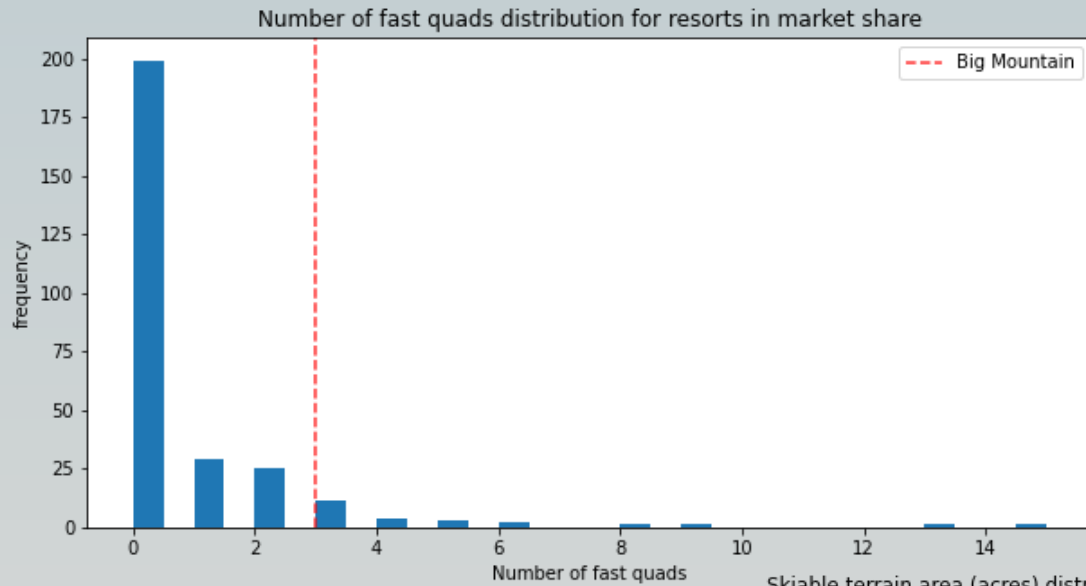
# Modeling Results and Key Findings

- Amenities customers value most in our model include: vertical drop, snow making area, Fast Quads, total # of chairs, and skiable area.
- Figures below show where BMR stands:



# Modeling Results and Key Findings

- Figures below show where BMR stands in amenities customers value most :

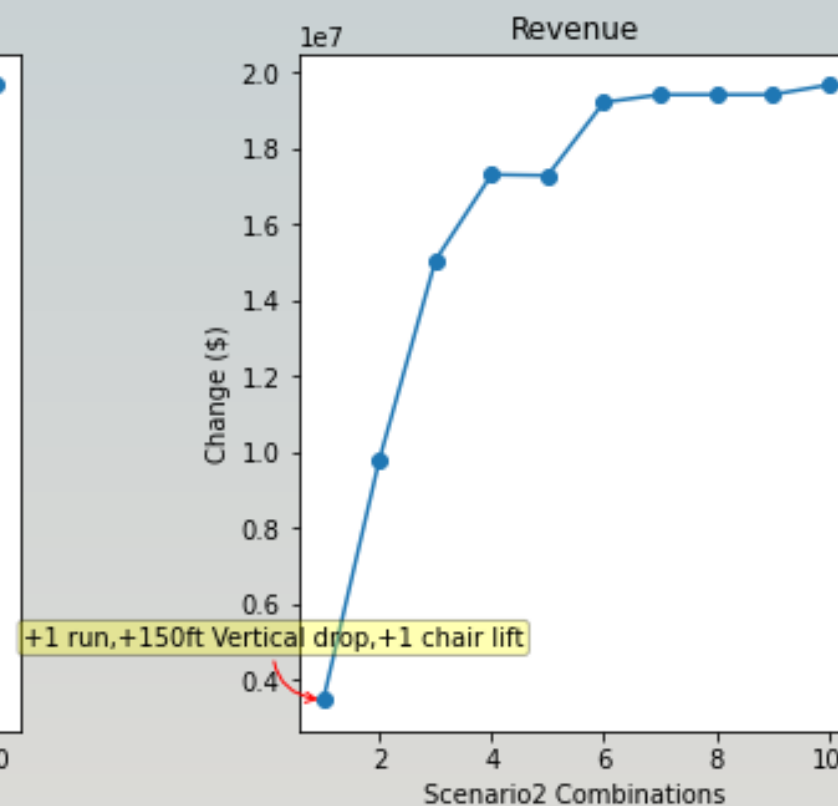
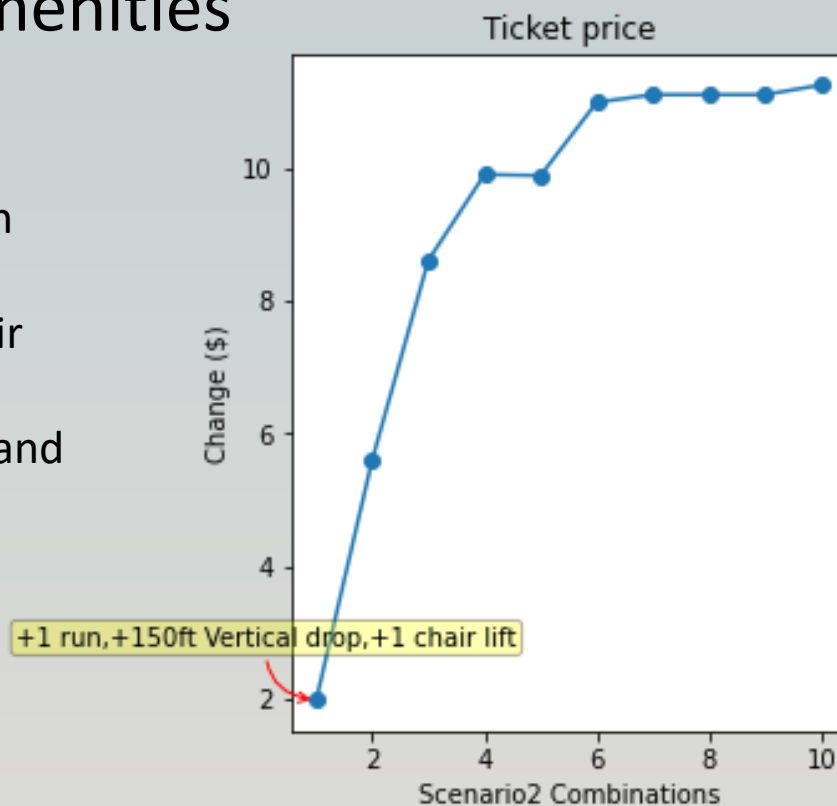




# Recommendations

- Big Mountain Resort modelled price is \$95.87
- Using our model, we can see supported price changes with varying changes in amenities

Example, increasing run by 1, vertical drop by 150ft and adding a chair lift support increase in ticket price by \$1.986, and revenue by \$3,474,638 over the season



# Summary

- Through our work, we have narrowed down amenities customers value most
- There might be room to increase ticket price when considering resorts nationally. However, ticket price is already in the upper end when compared to resorts in Montana.
- Not all changes in the amenities bring positive change in price.
- We need other costs data to further have a clear picture.